

**DETERMINANTS OF CONSUMERS' CHOICE OF MILK BRANDS IN  
SELECTED ESTATES IN NAIROBI**

**BY**


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## DECLARATION

I, the undersigned, declare that this is my original work and has not been submitted to any college, institution or university other than the University of Nairobi for academic purposes.

Signed: -----Date 20/1/05-----  
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This Research Project has been submitted for examination with my approval as the University Supervisor.

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## **DEDICATION**

To Solomon, my love, whose encouragement gave me a reason to go on. To my children, Cynthia, Harriet and Jeffrey-Myles, for their patience throughout the duration of my study.

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## ABSTRACT

The objective of this study was to identify the factors that influence consumers' choice of milk brands in selected estates in Nairobi and to establish the extent to which the identified factors influenced brand choice. The outcome was intended to help brand providers within the industry improve their offerings and target their consumers more effectively.

Descriptive survey was used in the study. The population was derived from 2004 list of estates within Nairobi as demarcated by Nairobi City Council. This gave a total of 14,596 housing units in Eastlands and 3,325 units in other estates other than Eastlands. Convenience sampling was used to select 4 estates from each estate category. Sample size of 200 housing units was used and houses sampled were selected randomly. Proportionate samples were taken from the selected estates. Primary data was collected using structured questionnaires and data analyzed using percentages and mean scores while data presentation was made in tables.

The study findings indicated that consumers regarded product factors as paramount in determining their brand choices. Much emphasis was put on quality, quantity, colour, smell, thickness and taste. Another important factor was the price of the brands. This was so due to the hard economic times facing the country and every consumer was interested in areas of cutting cost. Availability of brands also came out as important as consumers would look from shop to shop in search of their preferred brands, or else they would purchase any available brands which they could however not have purchased if their preferred brands were available. Influence from point of purchase materials was minimal so were environmental factors.

There is a need for brand providers to "listen" to their consumers more and more in order to cut an edge in this competitive industry. They need to focus on customers' requirements and present their brands with characteristics that are pleasing to the customers. They also need to price their brands with the economic situation of the country in mind. Brand availability need to be given great emphasis to enable consumers access their preferred



brands at the most convenient retail outlets thus avoid switching habits portrayed by consumers due to brand unavailability.

Further research should be carried out in other regions of the country, away from the cosmopolitan city of Nairobi, where consumer behaviour is kind of similar. This may reveal different findings from the current one thus present milk brand providers with areas to target in offering their brands to consumers in such regions..

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background

Due to developments in the Kenyan economy in the 1990s, most business organizations are operating under increasingly turbulent environments. One such development is the liberalization of the economy, which has had a significant impact in the market place (Wairachu, 1998). The advent of liberalization in any economy has far-reaching effects on the citizens as well as industry players. It expands range of choice, improves product quality and exerts downward pressure on prices. It delivers an immediate gain to workers by raising the real value of their wages. It transfers wealth from formerly protected producers to newly liberated consumers, with the gains to consumers exceeding the loss to producers. It provides capital to fuel future growth of nations as well as provide the infrastructure that nations need for growth. It improves technology in various sectors, facilitate the spread of modern medicine, enables citizens achieve higher levels of education and gain access to alternative sources of information.

Liberalization brings with it stiff competition and the firms that survive are those that study requirements of the consumers and strive to meet them effectively, without which the firm may either close down or be taken over by more powerful ones. Ongubo (2002) reports that the liberalization of the Kenyan pharmaceutical industry in 1990s resulted into firms going into mergers and acquisitions in order to maintain their competitive advantage. Zeneca pharmaceutical merged with Astra to become Astra Zeneca. Pfizer acquired Warner Lambert, Rhone Poulenc merged with Hoechst Marion Rousell to become Aventis and GlaxoWellcome merged with SmithKline Beecham to become GlaxosmithKline. In the Kenyan dairy industry, the situation is the same. The liberalization of the sector in 1992 saw 45 processors and 300 milk bars being licensed. However, by the year 2001, only 26 processors were still operational, the rest having stopped operations due to stiff competition while others having been acquire by the larger ones. For instance, Ilara dairies was acquired by Brookside dairy (KDB, 2004). The

Petroleum industry has also been affected by liberalization. Most of the firms had to contend with reduced margins, they came up with new strategies and had to do critical evaluation of their activities in order to stay afloat (Chepkwony, 2001). Liberalization lead to Government licensing about 100 Independents (individually owned retail outlets), Mobil acquire Esso in 1997 while National Oil Corporation of Kenya (NOCK) moved into downstream oil business thus developed its retail networks (Chepkwony, 2001).

It has become very important for industry players to understand the consumers well to enable them design effective strategies that are useful in winning customers. Firms can no longer take anything for granted but come up with better quality products that can enable them succeed in the competitive market. Product range has also been expanded for wider choice to cut across customer requirements. Prices have remained competitive due to the many players within the liberalized economy as well as consumers' reduced purchasing power. Promotional activities are widely used not only in awareness creation but also to gain more consumers thus expand players' market shares. Every player strives to ensure that his products reach the consumers at the right place and time. Effective distribution channels are used and consumers are able to access the products that they require at the most appropriate outlets. This enables consumers have access to what they need, where, how and when they need it in the most cost-effective way.

Many variables can influence consumers' buying behaviour. It becomes very tricky for a manager to predict the products that consumers are going to buy and the quantities they would buy in a given period of time. Moreover, managers are not able to know with certainty why consumers choose particular products and not others. Consumers seek benefits to meet their needs, marketers therefore have to bring out benefits that are in their products in order to appeal to customers more effectively (Mc Carthy, 1991).

## **1.2 The Dairy Industry in Kenya**

Dairy processing was adopted in Kenya in 1925 with the incorporation of Kenya Co-operative Creameries (KCC) as a public Liability Company, by way of shares (Odoni,

2001). By then the Industry was mainly run through co-operative movements and a number of dairy co-operative societies came together to form Dairy Co-operative Unions. Such co-operative societies established collection centres to receive members' milk for delivery to KCC, which was the sole processor, while some were sold in their raw form to Hotels and Individual house holds (Kiarie, 1993). Before Independence in 1963, Commercial Dairying was confined to large- scale farms owned by European settlers (Kiarie, 1993). This has however changed and small-scale farmers play major role in milk production in Kenya today (Maina, 2003).

The Dairy industry is regulated by the Kenya Dairy Board (KDB) that has appointed inspectors to ensure that all players, that is, Processors, Hawkers and Farmers adhere to regulations. It also sets grades for dairy produce, sets minimum standards to which dairy produce shall conform, prescribe the manner of handling, transporting and storing dairy produce, regulate and control the manufacture of dairy produce, impose a levy payable to the Board, controls the sale, purchase and delivery of dairy produce to prescribed areas and regulates the registration and licensing of distributors and retailers of dairy produce (KDB, 2004).

Dairy production plays a major role in national development and is an important source of livelihood to about 600,000 small-scale farmers in Kenya, as milk production stands at around 2.5 billion litres per annum with a consumption of about 2.1 billion litres per annum (Maina, 2003).

Since the liberalization of the industry in 1992, new institutional arrangements in milk collection, processing and marketing have emerged. At the farm gate level, informal marketing channels dominate. These include hawkers, brokers and self-help groups. The informal channel controls up to 60% of the total milk market (Maina, 2003). Besides the informal channels that sell hawked milk, which is mainly sold in its raw form, the Kenya Dairy Board had by 1990 licensed about 45 milk processors and 300 milk bars in the country (KDB, 2004 and Odoni, 2001). There are also both imported and locally produced Milk Powder forms that are available to the consumer.

The dairy market has been very competitive since liberalization and by the year 2001, only 26 out of the 45 licensed processors were still actively operational, the rest having closed down (Maina, 2003 and KDB, 2004). Moreover, the mushrooming of the informal channels have stifled growth of the formal milk sector and out of the 2.2 million litres per day processing capacity, only 26% is being adequately utilized, thus resulting into reduced value addition in the milk chain and hence increase in consumer price of packaged milk. This has diminished competitiveness of the sector making imported milk powder to have taken a big chunk of the market (Maina, 2003).

The Dairy industry contributes upto 10% of GDP and receives attention from both public and private sectors (KDB, 2004). Specialized organizations have stepped in to improve dairy production and marketing. Land O' Lakes, a US co-operative NGO, strives to make the sector self sustaining. Its vision is to build a strong and vibrant sustainable dairy industry by increasing efficiency in marketing, processing and production of milk and dairy products (Wambua, 2003). Other organizations as Egerton University's Tegemeo Institute of Agricultural Policy and Development, International Livestock Research Institute (ILRI), Technoserve, Heifer Project International (HPI) and American Breeders Services (ABS), are also working with the organizations in the dairy sector, including the KDB, to improve processing, production, marketing and promotion of dairy products in the country (Wambua, 2003).

Bett (1998) notes that due to liberalization of the industry firms within the sector had to make adjustments in their marketing mix elements in order to adapt to the changed environment and remain competitive. The sale of cheap raw hawked milk has also grown, as it is preferred by most urban poor who can not afford packed milk.

Dairy products for all firms are the same, competing for the same types of customers. Products produced are in two categories thus Milk (homogenized, Ultra Heat Treated (UHT), Cultured and flavoured) and Milk Products (Butter, Ghee, Cheese, Yoghurt, Cream and Powder (Odondi, 2002). To date it is only KCC that produces all the product

categories listed above as even the leading dairies, that is, Brookside and Spin knitt, do not process cheese and powdered milk. The smaller dairies either process only fresh milk or yoghurts. Packaging of the products is more or less the same. All the processors choose from Tetra Classic (TC), Tetra Rex (TR), Sachets, Bottles, Cups, Jugs or Bags, depending on the brand and target market. The type of packaging also determines the price charged on the product. The low priced second tier market is also growing and these are targeted to the low-income areas. Even the major dairies have second tiers that they use as fighter brands in such areas.

Major players within the dairy industry have pursued branding with Brookside using its company name "Brookside" to endorse all their products. This approach has also been used by Bio for their yoghurts and flavoured milk. Other brands like Tuzo have become more popular to the extent that many refer to the processor by the brand name. The processors have been involved in various activities that have helped them build their brands.

Pricing within the dairy industry has remained uniform for the TC fresh milk, with variations in TR fresh milk packs and the second tier brands. The yoghurts have price differences, with the well-established brands being slightly highly priced, compared to the less known brands. However, all the players compete on price lines due to the hard economic times facing the country.

Promotional strategies used range from advertisements, which are put on Television, aired through the Radio or put in print media. Advertisements are mainly run by major processors. All players make use of price offers at different times and take advantage of Holidays, Events and Back to school periods. Point of purchase materials are often placed at strategic points within the retail outlets. Processors have employed company merchandisers who ensure that products are well displayed within the retail outlets and that all products are supplied in every outlet as per outlets' requirements.

All the processors use both direct and indirect delivery through appointed agents, in distributing the products. Agents are mainly used in supplying Kiosks and Shops within the estates. They also supply Schools and Institutions based within their territories. Direct deliveries are made to major Supermarkets, Institutions and Organizations that require large quantities of milk that need not be channelled through agents. Company appointed agents also do home deliveries. Besides doing home/office deliveries, Informal channels also present their milk in specific open spaces within the estates where their customers converge to buy milk. Such hawkers lure their customers with lower prices that are cheaper than the packed ones offered by processors.

### **1.3 Statement of the problem**

The dairy industry in Kenya has gone through a revolution, from a monopoly government protected KCC to period of liberalization that saw many players enter the industry. This resulted into cut throat competition, with every player trying to “listen” to the customers’ needs and being more customer focussed than ever seen in the market before (KDB, 2004). This also offered customers a wide choice of products with different variations in packaging, flavour, quality and overall product presentation. Consumers now have a wide choice and are able to access their choice of brand more easily and conveniently than before (KDB, 2004). Industry players also use various communication strategies in order to appeal to the greatest number of consumers. Price wars have been greatly used and all forms of promotions are being held in order to win customers. Due to the competition within this industry every player’s market share is being threatened while some have had to close down operations altogether (KDB, 2004). In order to ensure continued existence, the players need to develop effective strategies that can assure them of survival in a competitive environment. This in turn requires understanding of the factors that influence the Consumers’ Choice of the Milk Brands consumed.

Research studies have been carried out on the Dairy industry but none that the researcher is aware of has focussed on Determinants of Consumers’ Choice of Milk Brands in Nairobi. Studies by Kiarie (1993), Kidane (1978), Langat (1997), Bett (1985), Kenduiwo (1988) and Odondi (2001) focussed on general aspects of marketing and operations of

Dairy firms in Kenya. It is therefore necessary to conduct a study to determine the factors that Consumers consider in the choice of milk brands they consume. Understanding of the Consumers is important as it determines the strategies that a firm may pursue profitably in a competitive environment. This study therefore seeks to answer the following question: - What are the determinants of consumers' choice of milk brands in Nairobi?

#### **1.4 Objective of the study**

The objectives of this study were: -

- i. To determine the factors that influence the consumers' choice of milk brands in selected estates in Nairobi.
- ii. To establish the extent to which the identified factors influence brand choice.

#### **1.5 Importance of the study**

The results of this study may be of use to: -

- i. Milk processors who may learn the requirements of the consumers thus develop the right products for the market.
- ii. Marketing Managers within the dairy sector that may use the results in developing effective marketing strategies.
- iii. Future researchers and scholars who may use the results as a source of reference.



## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter gives review of various literature related to this study. It focuses on factors that influence consumers' choice of brands. A simple model of consumer behavior is used as guideline in identifying the determinants. Relevant empirical studies referred to have been cited.

#### **2.2 Consumer behaviour**

In order to understand purchase behaviour, one has to understand who a consumer is, what a consumer is about and what consumers go through in making their purchase decisions. Nyaga (1989) reports arguments given by Walters and Wasson in determining whom a consumer is. Walters argues that a consumer is one who determines needs, purchases or uses products. On the other hand, Wasson defines consumer as individual who exercises the right of acquisition and use over goods and services offered for sale by firms. He concludes that every one is a consumer, though not necessarily consumer of the same products. He notes that word consumer is derived from verb to consume, which means to destroy or use up. In this case a consumer is one who does the act of using up the goods that is, final user of the product or service. Wasson argues that even the actual buyer should also be considered as a consumer, thus showing no distinction between seller and actual consumer. He considers a seller a consumer because he is the one who takes initiative and makes first offering while the actual user or buyer responds to offerings that the seller has made. Consumption is therefore a total process that involves three interrelated activities, that is, determine personal or group wants, seek out and purchase products and employ products to derive benefits. This process, however, involves many people, whether the purchase is for family or Organization (Nyaga, 1989). There are two types of consumer entities, that is, the organizational consumer and the individual consumer. Focus of this study is however on the individual consumer.

Consumer behaviour refers to the behaviour that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. (Schiffman, 1994).

Kotler (2000) argues that consumer behavior are the steps or stages that a consumer goes through mostly mentally, in deciding what he may have to buy in any given situation. Decision making process is influenced by the buyer's psychological concepts (i.e. individual internal influences of motivation, perception, learning, personality, attitude and perceived risk). Before a buyer eventually makes a decision on what to buy, he follows a process that involves recognition of needs and wants, awareness of product choices that would meet the needs recognized, gathering of information on the various offerings, and evaluation of alternatives that may be available (Schiffman, 1994).

Wasson as reported by Nyaga (1989) defines consumer behaviour as behaviour of people in the market place. Pride and Ferrel, as reported by Nyaga (1989) argue that consumer behaviour is the buying behaviour of ultimate consumers, that is, behaviour of those who purchase goods and services for personal or house hold use and not for resale or for business purposes. Nyaga (1989), quoting from Walters argues that consumer behaviour are those decisions and related activities of persons involved in buying and using of goods and services. It therefore includes both mental decisions and physical activities that result from these decisions.

The goal of a buyer is to satisfy his desires by obtaining goods and services. Purchase decision is therefore the ultimate goal of consumer behaviour. In reaching this goal, individual has to make decisions on whether, what, when, where and how to purchase products and services (Nyaga, 1989)

### **2.3 Importance of study of Consumer behaviour to Marketers**

The knowledge of consumer behaviour is very important to every marketer, especially in the changing world. The business world has changed dramatically. Organizations today

confront new markets, new competition and increasing customer expectations hence need to efficiently understand and manage the information about competitors, their strategies, their products, market trends, customer requirements and technological developments. This is true and applicable to players in every industry, including the dairy industry.

The study enables marketers to predict how consumers are likely to respond to a firm's strategies. This enables firms come up with the most appropriate marketing strategies thus create marketing mixes that satisfy target consumers (Schiffman, 1994).

Consumer behaviour has a great impact on success of a firm. Failure to understand customer's motivations, needs and preferences can hurt an otherwise successful firm (Kotler, 2000).

Studying consumers provides clues for developing new products, product features, prices, channels, messages and other marketing-mix elements (Kotler, 2000). It is only through understanding consumer behaviour that a firm may be able to develop the right strategies to enable effective targeting of its customers.

Scholars may be interested in study of consumer behaviour in order to gain insight into why individuals act in certain consumption-related ways and in learning what influences or impels them to act as they do. This may lead them to developing various approaches into the study for better understanding (Schiffman, 1994).

#### **2.4 Consumer decision-making process**

Assael (1993) argues that consumer decision-making is not often a singular process, whether the purchase is for home use or organizational use. The extent of decision-making and consumer's involvement with purchase are important. He notes that purchases are either done on basis of habit, where a consumer buys same brand repeatedly with little or no brand evaluation and information search or involvement in full decision-making, where a consumer evaluates various brands and searches for

information about them before purchase is made. This leads to either high or low involvement in purchase decision.

**Complex Decision-Making** is where consumer thinks before acting. The process requires consumers to develop brand attributes and evaluate brand alternatives in detail before reaching purchase decision. This mainly takes place when the item to be purchased involves a lot of money or requires technical understanding and the consumer has to seek information widely before making a commitment to purchase. **Brand Loyalty** is where consumers make purchases with little deliberation because of past satisfaction and strong commitment to the brand thus leading to repeat purchases. **Inertia** describes situations where consumer forms beliefs passively, makes a decision with little information processing then evaluates brand after purchase and or consumption. It therefore involves repetitive buying of same brand with no subsequent brand evaluation until after few purchases. The consumer repurchases brand routinely if it achieves certain minimum level of satisfaction. **Limited decision-making** is where no active information search and brand evaluation takes place. An advertisement carried out on a newly launched product may trigger purchase when noticed on shelves of a retail outlet. Consumers in this case may experiment on a variety of brands due to desire for change and search for novelty and not due to any form of dissatisfaction (Assael, 1998)

Assael (1993) and Kotler (2000) note that certain purchases involve complex Decision-making. This is where a great deal of thought and deliberation is important due to the financial outlay and importance of the product. The consumer would search for a lot of information before deciding on product to buy.

Low involvement purchase is where consumer does not consider the purchase to be risky and important, thus does not give it a great deal of thought and consideration. Consumer therefore uses various strategies to minimize time and effort in making decisions. He can buy most familiar products on the shelf, buy lowest priced brand or leading brands being sold on a price deal or with coupons (Assael, 1993). The level of involvement in a purchase decision and amount of financial outlay required for a purchase therefore determine brand choice made by a consumer.

## 2.5 Determinants of Consumer Purchase decision

A simple model of consumer behaviour illustrated by Assael (1993) states how consumers are exposed to various **marketing stimuli** (purchase related communications), which are designed to influence consumers' decisions. These are in the form of product itself or various marketing strategies (promotions and price). Consumers' reaction to the stimuli is based on three sets of variables; thus, **Psychological set**, that is, the general state of mind toward an object that determines positive or negative reactions toward a brand. Consumer's **personal characteristics** in the form of demographics, life-style, and personality also influence the choice of products that consumers purchase. **Environmental factors** also influence consumer behaviour. These include consumer's social class, family, reference groups and culture. The three variables (Consumer's psychological set, characteristics, and environment) are inputs into decision making process that determine what the consumer buys, where he buys it and when it is bought.

The determinants of consumer purchase decisions are as follows: -

- a) **Marketing activities.** Different players within the industry use various purchase-related communications to influence consumers to purchase their products. These take various forms as described below:-

**Products** – Firms present their products in a way that is meant to influence purchase decision. The quality of a product, its packaging, colour, smell, taste, design and quantity all appeal to different market segments differently. Presentation of a product therefore determines who it may appeal to thus how much he may purchase, where and when it is purchased (Kotler, 2000). Kennedy (2004) argues that consumers consider appearance of poultry meat as a vital determinant of choice as they associate it with perception of freshness, healthiness and value for money. In this case the appearance of a product communicates so much to a consumer and unless it meets his expectations he may reject it altogether.

**Promotional activities** - A Company's communication activities in the form of advertising, in-store stimuli, personal selling and other sales messages also influence consumers' purchase decisions. Promotional activities not only influence impulse purchases but also influence trials and encourage switching habits from consumers. Personal selling, if well communicated also results into trial and eventual usage of a product. The way promotional activities are organized determine their persuasive power thus what product choice is purchased and by which target market (Kotler, 2000). Where promotional activities are used well they are very effective in influencing trial and usage of products or services. If used poorly (in choice of models, wording of advertisements and medium of communication) it may drive work against the companies thus send a wrong message to the target market.

**Price** - Price of a product also determines who buys it and the quantity that is bought. Price also determines market segment being targeted by a firm. Lower prices appeal to specific target groups who may buy a product due to the low price and ignore another that they may consider highly priced. Some consumers may not buy any lowly priced products, as they perceive them to be of low quality (Schiffman, 1994). Hatirli (2004) reports that in Turkey, responses on households to price differences stimulate them to choose unpacked alternatives over packed processed fluid milk. Golias (2002) adds that cost of parking space has an important impact on choice of parking alternatives available to consumers in America. Morey et al (2003) argues that in rural Nepal, the cost of various available malaria medicines determines the type that patients purchase when they fall sick. Price of a product therefore determines who buys a product, how much is bought, which one is bought and where it is bought from. Zuckerman et al (2002) report that in Brooklyne (New York – USA), prices charged by doctors influence women's choice of obstetricians/gynecologists they visit.

**Place** - The location of a retail outlet also determines purchase of a product. Whether it is a supermarket a way from home or a kiosk nearby, whatever is stocked determine whether consumers will purchase them or if they will have to look elsewhere for their

preferred brands that may be lacking in specific retail outlets. The size, layout and general ambience of a retail outlet also influence who patrons the place, when and what he purchases from there. Also important is the store's opening and closing hours as this also determines patronage (Kotler, 2000). Not only does place determine consumer behaviour, it also determines the kind of merchandise stocked in the various stores thus the kind of consumers targeted. Magadi (2003) argues that accessibility to better health services determine choice of contraceptive method used among women in Kenya. He argues that women in rural Kenya often use whatever methods which are available at the nearest health centres as those unable to access any use no methods at all. This makes availability and accessibility very important to the target market.

b) Consumers react to various stimuli based on three sets of variables.

**Consumer's psychological set.** This is the consumer's general state of mind toward a brand that determines positive or negative reactions toward that brand. The set is formed by a consumer's needs, perceptions of a brand or company and attitudes toward brand or company, motives and beliefs. **Needs** are the goals that the consumer desires to attain, and like motives, they direct consumers to act in a given way (Assael, 1993). The needs that a consumer has determine what products he purchases that can meet his needs. One with a biogenic need like hunger will look for food to meet his immediate need. Needs also determine the product types purchased, where it is purchased from and the quantities that are purchased. A consumer may purchase a particular brand for his own use but a different one when giving a way a product as a gift.

**Perceptions** are the way consumers organize and interpret information about a brand and in the process of perceiving marketing information, consumers form images of brands, stores and companies. An image is the overall perception of an object formed from any information gathered and the consumer's past experiences with the object (Kotler, 2000). Consumer's perception determines specific products that he purchases. If he perceives a product as low quality he may not want to buy it but may

search for that which he perceives as high quality. His perception of a company also determines whether he buys that firm's products or not. If he perceives a company negatively he may never want to consume any of their products however good they are. Kennedy (2004) reports that appearance of poultry meat is associated with perception of freshness, healthiness and value of the same.

**Attitudes** are the consumer's tendency to evaluate an object in either a favourable or unfavourable way, thus brand beliefs i.e. characteristics ascribed to a brand, or brand evaluation - positive or negative evaluations of a brand (Assael, 1993). When a consumer evaluates a firm's products positively then he will be inclined towards the products unlike when he has a negative attitude towards it. A consumer's attitude towards a product or a company therefore determines whether he purchases the company's products or not. Motives and beliefs of the consumer also play a good role in his psychological set. A **belief** is a descriptive thought that a person holds about something and may be based on knowledge, opinion or faith (Kotler, 2000). The belief that a consumer holds about a product therefore determines his purchase decision. A positive belief results into acceptance of the product while a negative one results into rejection.

- c) **Consumer's Personal Characteristics.** These include demographics, life-styles and personality. **Demographics** describe the broad objective characteristics of an individual such as age, education, occupation, income, marital status and location.

**Age** - Consumer's age determine the kind of products purchased. People eat baby food in the early years, most foods in the growing years and mature years, and special diets in the later years. Taste in clothes, furniture and recreation is also age related. Product consumption is shaped by family life-cycle and marketers choose life-cycle groups as their target market, like single households, full nest, widowhood, divorce and re-mariages (Kotler, 2000). The type of products purchased and their quantities therefore depends on age of the consumers. Al-Nahedh (1995) reports that in Al-Oyaynah village of Saudi Arabia, the age of women determine choice of maternal and



child health services they seek. He adds that the older women prefer the government provided services that have existed in the areas longer than the private ones that came up later. Nyaga (1989) also adds that the age of consumers determine the type of household goods purchased.

**Education** - Consumer's education level also determines what products he purchases. This is based on the knowledge he has about products, their usage and benefits he seeks to get from the products. An educated person will, for instance, buy a combination of food that assures him of a balanced diet, unlike an uneducated person who will buy for the sake of getting satisfied (Kotler, 2000). Education level of a consumer determines choice he makes between processed unpacked and processed packed milk in Turkey (Hatirli, 2004). He argues that the highly educated purchase packed processed milk as compared to the less educated who consume the unpacked fluid milk. Magadi et al (2003) add that the choice of contraceptive method used by women in Kenya is influenced by the women's education level. This is based on their knowledge of the advantages and disadvantages of the existing methods and their ability to evaluate the benefits of the methods for their advantage.

**Occupation** - Consumer's occupation also determine the kind of products he purchases thus his consumption pattern. A blue-collar worker will buy work clothes and work shoes. A company Chief Executive will buy expensive suits, air travel, and country club memberships among others. Marketers therefore try to identify occupational groups that have above average interest in their products and even specialize its products for certain occupational groups (Kotler, 2000). Al-Nahedh (1995) argues that the choice of maternal and child health service in Al-oyaynah village of Saudi Arabia depends on occupation of the women. He concludes that the women's occupation determine whether they use private or government owned health centres.

**Economic circumstances** - Product choice is also affected by consumer's economic circumstances. One's spendable income (level, stability and time pattern), savings and assets, debts, borrowing power and his attitude towards spending versus saving, all influence purchase behaviour. Marketers of income sensitive goods pay constant attention to trends in personal income and during recessions they would redesign, reposition and reprice their products thus continue offering value products to their target markets (Kotler, 2000). A consumer who is economically stable will tend to buy very expensive branded product unlike one who is not who may settle for imitations in order to survive. Economic needs help explain what specific product features a consumer selects (Mc Carthy, 1991). Morey et al (2003) argue that the income category of patients in rural Nepal determine the choice of Malaria treatment they purchase as those with low incomes choose the cheap generics as those in high income categories chose the highly priced original brands. Family income also determines the choice of maternal and child health services sought (Al-Nahedh, 1995)

**Life-style:** This is defined by consumer's activities, interests and opinions (Assael, 1993). It is a person's pattern of living and portrays the 'whole' person interacting with his environment (Kotler, 2000). Activities may be related to work, social events, entertainment, and community. Interest may focus on the home, recreation, fashion and food while opinion may concern the individual's job and personal achievements. Marketers search for relationships between their products and lifestyle groups as they offer their products to their target groups. A consumer's life-style therefore determines product usage and the way in which it is used. Life-style therefore dictates consumer behaviour.

**Personality** variables are consumer's characteristics that reflect consistent, enduring patterns of behaviour (Assael, 1993). They are described in terms of traits as self-confidence, dominance, autonomy, deference, sociability, defensiveness and adaptability. Though not very easy to determine with certainty, personality can be a very useful variable in analyzing consumer behaviour if it can be classified accurately that strong correlation exists between certain personality types and product choices.

Consumers who perceive a product as correlated to his self-image will often consume that product and avoid those that do not correspond to his self-image (Kotler, 2000).

- d) **Environmental Influences.** These include consumer's Culture, Social Class, Reference Groups and Family. **Culture** represents the widely shared norms and values learned from a society, which lead to common patterns of behaviour and is the most fundamental determinant of a person's wants and behaviour. A growing up child acquires a set of values, perceptions, preferences and behaviours through his family and other key institutions (Kotler, 2000). One's cultural upbringing determines the types of products he consumes. It is unlikely that one consumes products unaccepted by his society. Muslims bring up their children knowing eating pork is a taboo and as they grow up they are unlikely to change from that. Culture therefore moulds one's consumption habits. Yang (2004) found out that religious upbringing is a very important factor on choice of religious private schools in China. Zuckerman et al (2002) report that in Brooklyn (New York-USA), religion influences the gender of obstetrician / gynecologist consulted by women patients. Results showed that preference for women gynecologists by religion were thus:- 89% Muslims, 74% Hindus, 58% Jews and 58% Christians.

**Social class** - These define broad consumer groupings according to their degree of prestige and power in a society. These can be defined by income, occupation, wealth and education, while the most common way to categorize social classes are the upper, upper-middle, lower-middle and lower categories (Assael 1993). Kotler (2000) argues that social classes are relatively homogenous and enduring divisions in a society, which are hierarchically ordered, and whose members share similar values, interests and behaviours. Social classes differ in dress, speech patterns, and recreational preferences among others. Those within each social class tend to behave more alike than those from two different social classes. Persons are perceived to be occupying either inferior or superior classes based on their social classes. Individuals can move from one social class to another i.e. up or down during their lifetime. Social classes show distinct product and brand preferences in many areas including

clothing, home furnishings, leisure activities and automobiles used. People belonging to a similar social class will therefore tend to buy products similar to those owned by people with whom they share the same social class. Mc Carthy (1991) illustrates how given same income as middle class people, those in the lower class would handle their purchases and money differently. They have different spending/saving attitudes. The various classes would therefore shop at different stores, and would also prefer different treatment from sales people. Yang (2004) argues that parental social status is a key factor in choice of non-religious private schools in China. Marketers therefore try to identify various social classes in targeting them with products that appeal to them.

**Reference groups** - These serve as reference points for individuals in defining their needs and developing opinions. Consumers tend to rely more on opinion of reference groups than information from sales people when faced with a need for a product. Consumers are influenced through word-of-mouth communication between group members especially those considered as opinion leaders (Assael, 1993). Reference groups can either have a direct or indirect influence on a person's attitudes or behaviour. One can therefore belong to a membership group, which can either be primary (e.g. family, friends, neighbours and co-workers) or secondary groups (e.g. religious, professional, and trade union groups). Reference groups expose an individual to new behaviours and life-styles, they influence attitudes and self-concept and also create conformity that may affect actual product and brand choices (Kotler, 2000). Aspirational and dissociative groups also influence a person's behaviour. One may tend to buy product choices used by his aspirational group but avoid those used by the groups he considers dissociative. One therefore purchases those products or brand choices that are in line with his reference group and the power of opinion leaders can not be downplayed (Mc Carthy, 1991).

**Family:** Family members constitute the most influential primary reference groups. From the family of orientation comes siblings and their parents and siblings tend to copy what their parents consume and continue consuming the same products as they

grow up and start their own families. Family thus influences child's perception of the world and this influence lasts into adulthood (Palmer, 2000). From a parent, a person therefore acquires an orientation towards religion, politics and even purchase behaviour. Through consumer socialization, children learn how to be consumers in line with their parents' consumption behaviour (Kotler, 2000). One's family of procreation also determines buying behaviour. Within a family setting, purchase influences occur between husband and wife and also between parents and children. Children influence parents to buy certain product choices and the age of a child play a big role in determining products the parent may have to buy. Infants require baby's foods, clothing and toys while the teens require flashy clothing and shoes to match them (Kotler, 2000 and Palmer, 2000). Number of children in a household and the size of a household are key factors in determining choice of a product/service purchased in a given household (Hatirli, 2004 and Yang, 2004). Nyaga (1989) argues that in every family set-up the purchase of various types of household goods is influence by every member of that family, depending on the type of goods to be purchased. The target of the marketers is therefore on the family member who has the most influence on purchase decision of a product in mind. Morey et all (2003) also add that the choice of malaria treatment purchased is influenced by the size of the household that requires the product. He concludes that households with large sizes purchase lowly priced treatments as opposed to those with smaller sizes.

Schiffman (2000) summarizes environmental influences on purchase decision and notes that socio-cultural in-puts are important in determining choice of a brand a consumer makes. The comments of a friend, editorials in the newspapers, usage of a brand by a friend or family member, articles in consumer reports, views of experienced consumers participating in a special discussion group and influences of social class are important in-put factors internalized and affect how consumers evaluate and ultimately adopt or reject products.

McCarthy (1991) argues that individuals are also affected by the purchase situation. The reason for buying a product determines what is bought. One may buy a

particular brand for own use but choose a different one when purchasing present for a loved one. He adds that time also affects purchase choice. When a purchase is made and time available for purchase influence choice made. A leisurely dinner prompts different behaviour compared to grabbing a quick cup of coffee on way to work. He also notes that surroundings affect buying. Excitement of an auction may stimulate impulse buying. Surrounding may also discourage buying as some people hate standing on a check out line and have others look at what they are buying even if other shoppers are complete strangers to the buyer. He concludes that needs, benefits sought, attitudes, motivation and how consumers select certain products vary depending on purchase situation. Different purchase situations require different marketing mix elements, even when the target market is the same.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

This was a descriptive survey that sought to find out who bought which milk brands, where and how they bought it, among other variables. Cooper (2002) notes that descriptive study is concerned with finding out who, what, where, when and how of variables and this was the concern of the researcher in this survey.

#### **3.2 The Population**

The population of interest in this study consisted of individual household consumers of milk in selected estates in Nairobi. Nairobi was chosen because it comprises the largest population of processed milk consumers, it is a home to major milk processors (KDB, 2004) and due to its diverse population categories.

#### **3.3 Sample frame**

The 2004 list of estates within Nairobi as demarcated by Nairobi City Council was used (See appendix 3). This gave 14,596 housing units in Eastlands and 3,325 units in estates other than Eastlands thus a total of 17,921 City Council housing units. For this study, one housing unit represented one person, therefore the frame consisted of 17,921 people.

#### **3.4 Sample and sampling design**

The Estates the researcher chose for sampling in Eastlands were Jerusalem, Jericho/Lumumba, Uhuru and Outering while in other estates Joseph Kangethe, Harambee, Buru Buru and Madaraka were chosen. Convenience sampling was used in selecting sample estates as many illegal housing units had come up among the legally existing ones thus making it difficult to locate boundaries in some estates. The selected estates also still bore the city council house numberings that guided the researcher. A sample size of 200 respondents was used in this study. The researcher felt that the size

was large enough thus adequate for the study. Housing units sampled were selected randomly. Proportionate samples were taken from the selected estates as per table below:

**Proportionate samples for the selected estates.**

<b>Estates</b>	<b>Selected Estate</b>	<b>Number of Units</b>	<b>Sample Size</b>
Eastlands	Jerusalem	500	17
	Jericho/Lumumba	3004	103
	Uhuru	882	30
	Outering Road	360	13
	<b>Total</b>	<b>4746</b>	<b>163</b>
Others	Joseph/Kangethe	288	8
	Harambee	96	3
	Buru Buru	344	10
	Madaraka	600	16
	<b>Total</b>	<b>1328</b>	<b>37</b>

In selecting household units for sampling, the researcher avoided use of income categories as it was noted that despite the actual location of the selected estates, the income categories of the households were varied thus covered all the three income categories of upper, middle and lower classes. The researcher therefore felt that the selected households were adequate for the study.

### **3.5 Data Collection Method**

Primary data was collected using structured questionnaire. Research Assistants were used to administer the questionnaire to one decision-maker in the selected housing units. This ensured that the questionnaire was administered to the right persons. Pre-testing was done in estates other than those selected for the study in order to determine the clarity of the questionnaire. The questionnaire was divided into two sections. Section A carried questions on the respondents' personal details while section B had questions on specific



factors that influenced consumer's choice of milk brands. Ranking of the most important determinants of choice of milk purchased was done using Likert type scale to assess the degree of importance where 5= Very important and 1= Not at all important.

## Operationalizing The Choice Determinants

Broad Categories of Factors	Determinants	Important Attributes	Relevant Question in Questionnaire
Marketing Stimuli	Product	Quality, Quantity, Smell, Colour, Taste, Thickness, Smoothness Packaging- Design, Colour, Information on Packaging, Bottled packaging, Tetra packs.	7 (a) – (g)
	Promotion	Type of Advertisement on brand, Models used in advertisement, Information on brand given by sales personnel, Reminders by posters at retail outlets.	7 (h) – (k)
	Price	Actual price of product at retail outlets.	7 (p)
	Place/Physical evidence/People	Availability at retail outlet, Store's layout, Arrangement of product on store's shelves, Location of retail outlet, Size of retail outlet, Cleanliness of store, Help given by staff at store.	7 (q) – (w)
Consumer's Factors	Psychological factors	Own needs at time of purchase, Belief held about brand and manufacturer.	7 (x) – (y)
	Demographics	Age of Respondent, Age of dependants, Number of dependants, Size of family, Knowledge held by respondent on brand, Occupation of respondent, Family income level.	7 (z) –(ae)
Environmental factors	Culture, Social Class, Reference group and Family.	Religious influence, Influence of Associates and friends, Word-of-mouth references by acquaintances, Influence by family of origin (brand used by family of procreation).	7 (ag) –(aj)

Using Likert type scale, the scores from the important attributes were measured as per the table below: -

**Measurement Scale of attributes**

<b>Range</b>	<b>Measurement</b>
4.01 – 5.00	Very Important
3.01 – 4.00	Important
2.01 – 3.00	Neither Important nor Unimportant
1.01 – 2.00	Less Important
1.00 and Below	Not at all Important

**3.6 Data Analysis Techniques**

The data collected in section A was analyzed using percentages while tables were used to represent the response rate and information on variables considered in the study. Section B was analyzed using Mean Scores to determine the weighting of factors and importance of each factor. Standard Deviation was used to determine statistical significance of the factors.

## CHAPTER FOUR

### DATA ANALYSIS AND FINDINGS

#### 4.1 Introduction

This chapter presents the analysis and findings from the primary data that was gathered from respondents of the study. The response rate was a 100% since the questionnaires were administered on the spot.

#### 4.2 Demographic profile of the respondents

In this section the profile of respondents was noted in terms of their employment status, income levels, family sizes, brands of milk consumed, brand switching habits and type of outlets from where they purchased their preferred brands. All these were analyzed and findings presented.

##### 4.2.1 Respondents' employment status

Respondents were required to indicate whether or not they were in gainful employment as this was likely to have some impact on the findings. The overall findings are presented on the table below.

**Table 1** Respondents' employment status

Status	Number	Percentage
Employed	121	60.5
Not Employed	79	39.5
<b>Total</b>	<b>200</b>	<b>100%</b>

From the above table it is evident that out of the 200 respondents, 121 (60.5%) were in gainful employment while 79 (39.5%) were not employed. This means majority of the respondents were employed.

The researcher felt it was necessary to classify the respondents' employment status by category of estates. The outcome was as presented on the table below.

**Table 2 Respondents' employment status by estate category**

Area	Employed		Not employed		Total
	Number	Percentage	Number	Percentage	
Eastlands	95	58.3	68	41.7	163
Other	26	70.3	11	29.7	37

From the findings above out of 163 respondents from Eastlands 58.3% were in gainful employment while 41.7% were not employed. On the other hand among the 37 respondents interviewed from the other estates, 70.3% were in gainful employment while 29.7% were not in any form of employment. It therefore shows that the households within the other estates were more economically stable as compared to those within Eastlands.

#### 4.2.2 Respondents' Income levels

The respondents were required to indicate the category that best fitted their families' joint incomes. The results from the overall findings were as presented on the table below.

**Table 3 Respondents' overall income levels**

Income (kshs)	Number	Percentage
Below 3,000	12	6
3001-6000	26	13
6001-9000	22	11
9001-12000	34	17
12001-15000	48	24
15001 +	58	29
<b>Total</b>	<b>200</b>	<b>100%</b>

Out of the 200 respondents, 29% were earning Ksh 15,001 and above, 24% were earning between Ksh 12001 and Ksh 15000, 17% were earning between Ksh 9001 and Ksh 12000, 11% were earning between Ksh 6001 and Ksh 9000, 13% were earning between Ksh 3001 and 6000 while the remaining 6% were earning below Ksh 3000. When presented by estate category, the results are as shown on table below.

**Table 4 Respondents' Income levels by Estate category**

Income (Kshs)	Eastlands		Other	
	Number	Percentage	Number	Percentage
Below 3,000	11	6.7	1	2.7
3001-6000	24	15	1	2.7
6001-9000	21	13	0	0
9001-12000	30	18	3	8.1
12001-15000	37	23.9	10	27
15001 +	40	24.3	22	59.5
<b>Total</b>	<b>163</b>	<b>100%</b>	<b>37</b>	<b>100%</b>

From Eastlands out of the 163 respondents 40 (24.3%) earned above Ksh 15001, 37 (23.9%) earned between Ksh 12001 and 15000, 30 (18%) earned between Ksh 9001 and Ksh 12000, 21 (13%) earned between Ksh 6001 and Ksh 9000, 24 (15%) earned between Ksh 3001 and 6000 while only 11 (6.7%) earned below Ksh 3000. On the other hand findings from the other Estates category revealed that 22 (59.5%) out of the 37 respondents earned above Ksh 15001, 10 (27%) earned between Ksh 12001 and Ksh 15000, 3 (8.1%) earned between Ksh 9001 and 12000, none earned between Ksh 6001 and Ksh 9000 while 2 (2.7%) respondents earned below Ksh 6001. These results reveal that respondents from other estates are more economically stable if compared to those from Eastlands estate categories.

### 4.2.3 Family sizes

Respondents were asked to indicate the number of people living within their households. This was considered important in giving a lead as to why particular brands were consumed. Overall responses received are as presented on the table below.

**Table 5 Respondents' overall presentation of Family sizes**

Family size (No. of People)	Number	Percentage
1 – 3	44	22
4 – 6	104	52
7 – 10	48	24
11 +	4	2
<b>Total</b>	<b>200</b>	<b>100</b>

Out of the 200 households interviewed, 22% had upto 3 people, 52% had between 4 and 6 people, 24% had between 7 and 10 people while only 2% had more than 11 people. The findings show that majority of the households interviewed had between 4 and 6 people. The researcher felt it necessary to present the family sizes by estate category and the findings are as per the chart below.

**Table 6 Family size by Estate category**

Family Size (No. of people)	Eastlands		Others	
	Number	Percentage	Number	Percentage
1 - 3	37	23	5	14
4 - 6	87	53	17	46
7 - 10	37	23	13	35
11 +	2	1	2	5
<b>Total</b>	<b>163</b>	<b>100</b>	<b>37</b>	<b>100</b>

Out of 163 respondents from Eastlands, 37 (23%) households had upto 3 people, 87 (53%) had between 4 and 6 people, 37 (23%) had between 7 and 10 people while only 2

(1%) had more than 11 people. On the other hand, findings from other estates revealed that out of the 37 respondents, 5 (14%) households had upto 3 people, 17 (46%) had between 4 and 6 people, 13 (35%) had between 7 and 10 people while 2 (5%) had more than 11 people. This reveals that from both estate categories majority of households had between 4 and 6 people.

#### 4.2.4 Brands of Milk consumed

The respondents were asked to mention the specific brands of milk that they consume. The overall outcome is presented on the table below.

**Table 7 Milk brands consumed by respondents**

Brand	Number	Percentage
Brookside	68	34
Tuzo	80	40
KCC	12	6
Hawked	12	6
Any	28	14
Total	200	100%

Out of the 200 respondents 40% consumed Tuzo, 34% consumed Brookside, 6% consumed KCC, another 6% consumed unprocessed hawked milk while 14% consumed any brand available at the time of purchase. This shows that majority of the respondents consumed Tuzo. The researcher felt it prudent to present the findings by estate category and the results are as per the following table.



**Table 8 Milk brands consumed presented by Estate category**

Brand	Percentage of Respondents by Area	
	Eastlands	Other
Brookside	31	51
Tuzo	42	32
KCC	7	6
Hawked	6	3
Any	14	8
Total	100	100

From Eastlands, 31% of the respondents consumed Brookside, 42% consumed Tuzo, 7% consumed KCC, 6% consumed unprocessed hawked milk while 14% consumed any available brand. Findings from the other estates show that 51% consumed Brookside, 32% consumed Tuzo, 6% consumed hawked milk while 8% consumed any brand available at the time of purchase. This means that in Eastlands majority (42%) consumed Tuzo while in other estates, majority (51%) consumed Brookside.

#### 4.2.5 Respondents' brand switching habits

Respondents were required to state whether they consumed the same brands all the time. This was to enable the researcher note the respondents' switching habits. The outcome is as presented by the following table.

**Table 9 Respondents' brand switching habits by Estate category**

Area	Non switchers		Switchers		Total Number
	Number	Percentage	Number	Percentage	
Eastlands	100	61	63	39	163
Others	27	73	10	27	37

Among the 163 respondents from Eastlands, 61% were loyal to their brands while 39% had switching habits. On the other hand, 73% of the 37 respondents from other estates confirmed that they were loyal to their particular brands while 27% were switchers. From both estate categories more than half of the respondents were loyal to their brands though switching habits were also prevalent. The researcher felt it necessary to find out reasons why respondents switched milk brands.

#### 4.2.6 Reasons for switching Milk brands

The switchers were asked to give reasons that made them switch brands. The table below represents the results.

**Table 10 Respondents' Reasons for switching Milk brands**

Reasons	% number of respondents by estate category	
	Eastlands	Others
Non availability	44	50
Price	38	44
Thickness	10	3
Smell	8	3

From Eastlands, 44% of the respondents switched brands due to brand unavailability, 38% switched due to price, 10% switched due to thickness while 8% switched due to smell. Among the respondents from the other estates, 50% switched due to brand unavailability, 44% switched due to price, 3% switched due to thickness while another 3% switched due to smell of the brand. Results revealed the importance consumers place on brand availability and price thus their significance on choice of brands consumed.

#### 4.2.7 Shopping Outlet types

Respondents were required to indicate where they purchased their milk brands from. This was to show the importance given on outlet kind. The results are presented on the table below.

**Table 11 Respondents' Source of Milk brands by Estate category**

Area	Source of milk brands consumed					
	Shop/Kiosk		Supermarket		Delivered by vender	
	No.	%	No.	%	No.	%
Eastlands	123	75.5	34	21	6	3.5
Others	19	51.4	17	46	1	2.6

Results from the above table show that out of 163 respondents from Eastlands 75.5% purchased milk from Shops/ Kiosks within the estates, 21% purchased from supermarkets while 3.5% had their milk delivered to their homes by the venders. On the other hand, among the other estates category, 51.4% out of the 37 respondents purchased milk from Shops/ kiosks within the estates, 46% purchased from Supermarkets while 2.6% had milk delivered to his houses by venders. The findings reveal that majority of respondents from both estate categories purchased milk from Kiosks / Shops within the estates. Kind of outlet plays an insignificant role on milk brands purchased as consumers are more concerned with convenience in locating their brand choices than where they get it from.

#### 4.3 Factors influencing Consumers' choice of milk brands

The respondents were asked to indicate the extent to which various factors were important in determining their choice of milk brands. The factors were drawn from various influences that were likely to affect brands purchased. These were marketing stimuli that consumers were exposed to (i.e. Product attributes, its packaging, Price, Promotions and Place), consumer's psychological set in the form of their needs, perceptions and attitudes, consumer's personal characteristics (demographics, Lifestyle and Personality) and the environment with which the consumers interact (i.e. culture,

social class, reference groups and family). They were presented with a likert type scale in which they were to rank the factors in a 5-point scale with 5 being very important and 1 being not at all important. The researcher’s analysis is that factors that scored between 4.0 – 4.99 were very important, those between 3.0 – 3.99 were important, those between 2.0 – 2.99 were neither important nor unimportant while those between 1.0 – 1.99 were less important.

#### 4.3.2 Marketing Stimuli factors

The factors considered under marketing stimuli were related to Product, Packaging, Price, Promotions and Place. The findings were as follows.

##### 4.3.1.1. Product

Respondents were asked to indicate the degree of importance of brand’s quality, quantity, smell, colour, taste, thickness and smoothness in determining their brand choices. The responses are presented on the table below.

**Table 12 Influence of Product Attributes**

Attributes	Eastlands		Others	
	Mean	SD	Mean	SD
Quality	4.44	0.912	4.73	1.027
Quantity	4.21	0.756	3.89	0.434
Smell	3.73	0.413	3.94	0.472
Colour	3.84	0.491	2.65	0.445
Taste	4.44	0.917	4.56	0.912
Thickness	4.39	0.882	3.89	0.434
Smoothness	3.96	0.578	3.11	0.120

Results showed that in Eastlands estate category quality got a mean score of 4.44, quantity scored 4.21, smell scored 3.73, colour scored 3.84, taste scored 4.44, thickness scored 4.39 while smoothness scored 3.96. This showed that the respondents regarded quality, quantity, taste and thickness of milk as very important while smell, colour and smoothness were regarded as important. On the other hand results from respondents from the other estates category showed quality getting a mean score of 4.73, quantity scored 3.89, smell scored 3.94, colour scored 2.65, taste scored 4.56, thickness scored 3.89 while smoothness scored 3.11. The scores showed that quality and taste were regarded as very important while quantity, smell, thickness and smoothness were important with colour being less important. In comparing the significance of the product attributes, results presented by the standard Deviation (SD) reveal the most influential factors in Eastlands are quality and Taste (with standard deviation of 0.92 ) while in other estates, it is quality with 1.03. On the other hand the least influential factor in Eastlands is smell (0.41) while in other estates smoothness is least significant with standard deviation of 0.12.

#### 4.3.1.2 Packaging

The respondents were asked to indicate the extent to which packaging design, colour, information given on the packs and type of packaging were important in determining their choice of brand. The results from both estate categories are presented on the following table.

**Table 13 Influence of Packaging Attributes**

Attributes	Eastlands		Other	
	Mean	SD	Mean	SD
Design	2.60	0.38	3.0	0.20
Colour	2.48	0.47	2.49	0.56
Information	3.20	0.04	3.51	0.17
Pack Type	2.89	0.18	3.54	0.17

The results showed that among the respondents from Eastlands, pack design scored 2.60, pack colour scored 2.48, information given on packs scored 3.20 while packaging type scored 2.59. This meant that only information on packs was regarded as important and was mainly referred to when the consumers got problems with milk like in case of spoilage. The design, colour and type of packaging were regarded as less important to consumers in this category. Among respondents in the other estates category, packaging design scored 3.0, packaging colour scored 2.49, information given on packs scored 3.51 while pack type scored 3.54. This category therefore regards information, packs type and pack design as important while colour as less important. In comparing the significance of the packaging variables using the Standard Deviation (SD), colour of packaging is closer with SD of 0.47 and 0.56 from Eastlands and other estates respectively. The rest of the packaging variables are insignificant.

#### 4.3.1.3 Price

The respondents were required to indicate the extent to which price was important in determining the choice of brands they consumed. The results are presented on the following table.

**Table 14 Influence of Price**

<b>Area</b>	<b>Mean</b>	<b>SD</b>
Eastlands	4.53	0.98
Others	4.43	0.82

The results showed that price was regarded as very important by respondent from both estate categories, scoring a mean of 4.52 from Eastlands and 4.43 from the other estates. The significance of price in influencing choice of milk brand is proved by the values of standard deviation of 0.98 and 0.82 from Eastlands and other estates respectively.

#### 4.3.1.4 Promotional Activities

The respondents were asked to note the importance of type of advertisement, models used in advertisements, information given by sales personnel and point of purchase materials placed within the retail outlets in determining the choice of brands they consumed. The results are presented on the table below.

**Table 15 Influence from Promotional factors**

Factors	Eastlands		Other	
	Mean	SD	Mean	SD
Ad Type	2.59	0.39	2.86	0.29
Models	2.35	0.56	2.21	0.75
Personnel	2.85	0.21	2.27	0.71
Posters	2.75	0.28	2.81	0.33

The results showed that in Eastlands advertisement type had a mean score of 2.59, models used scored 2.35, company personnel scored 2.85 while point of purchase materials scored 2.75. The results meant that consumers from this category regarded promotions as less important in determining their choice of brand. A number confirmed that unless there were price offs that could cause them to switch during that period the offer was on, they often would go back to their preferred brands. These results were not any different from consumers from other estates category where advertisement type scored 2.86, models used in advertisements scored 2.33, company personnel scored 2.27 while point of purchase materials scored 2.81. Like consumers from eastlands, less importance was given to promotional activities that were carried out by brand providers. The significance of the promotional variables given by standard deviation also reveal that among the variables considered use of models is relatively significant from both estate categories with a standard deviation of 0.56 and 0.75 from Eastlands and other estates respectively. Significance of promotions in general is however minimal.

#### 4.2.1.5 Distribution

Respondents were asked to indicate extent to which the following factors influenced their choice of brand: Brand availability, layout of the store, the way products were displayed on store’s shelves, location of the outlet, size of the outlet, cleanliness of store, and store’s management. The results are presented on the following table.

**Table 16 Influence of Distribution factors**

Attributes	Eastland		Other	
	Mean	SD	Mean	SD
Availability	4.15	0.71	4.22	0.66
Store outlay	2.43	0.51	3.68	0.28
Displays	2.43	0.51	3.08	0.14
Location	3.25	0.07	2.59	0.48
Store size	1.90	1.19	1.68	1.13
Cleanliness	4.12	0.69	4.84	1.10
Staff	3.32	0.12	3.70	0.30

Eastlands estate category showed that brand availability got a mean score of 4.15, store’s layout scored 2.43, displays scored 2.43, location of outlet scored 3.25, size of outlet scored 1.90, store’s cleanliness scored 4.12 while stores management scored 3.32. This means that consumers regarded brand availability at the time of purchase and store’s cleanliness as very important factors in determining their choice of brand. On the other hand store’s management and location were regarded as important while store’s layout and Displays were considered as neither important nor unimportant. In considering the importance of the distribution attributes in Eastlands most significant is brand availability with standard deviation of 0.71.

Among the other estates category, brand availability scored 4.22, store’s layout scored 3.68, displays scored 3.08, outlet’s location scored 2.59, outlet size scored 1.68, store’s cleanliness scored 4.84 while store’s management scored 3.70. Like the Eastlands category, this category regarded brand availability and store’s cleanliness as very important, however store’s layout, displays and management were regarded as important,



store’s location was considered neither important nor unimportant while store’s size was of less importance to the respondents. The significance of brand availability is evident from the standard deviation of 0.66 as showed from the results.

### 4.3.2 Psychological factors

Respondents were asked to rate importance of their needs at the time of purchase as well as beliefs they held about brands and their providers, in determining their brand choices. Results are presented on the table below.

**Table 17 Influence of Psychological factors**

Factors	Eastlands		Other	
	Mean	SD	Mean	SD
Needs	3.45	0.12	3.75	0.32
Beliefs	2.93	0.16	2.65	0.06

Results from Eastlands estates category show that respondents’ own needs scored 3.45 while beliefs scored 2.93. These compared closely to responses from other estate category that confirmed that own needs scored 3.73 while beliefs scored 2.65. The results means that both estate categories regard needs as important while beliefs are neither important nor unimportant in determining consumers’ brand choices. The significance of psychological factors in determining choice of milk brands consumed is minimal as revealed by the standard deviation given on the above table.

#### 4.3.2.1 Consumers’ Personal characteristics

Respondents were required to indicate the importance of their own age, their dependants’ ages, household family size, education, occupation, family income and lifestyle in determining their choice of milk brands. Results are presented on the table below.

**Table 18 Influence of personal characteristics by Estate category**

Factors	Eastlands		Other	
	Mean	SD	Mean	SD
Own age	2.28	0.61	2.65	0.44
Dependant age	2.58	0.40	3.15	0.17
Family size	4.02	0.62	4.16	0.63
Education	2.94	0.14	3.70	0.30
Lifestyle	2.69	0.32	2.73	0.39
Occupation	2.63	0.37	2.65	0.44
Income	3.94	0.57	3.97	0.49

Results from Eastlands showed that respondent's age scored 2.28, dependants' age scored 2.58, family size 4.02, education 2.94, occupation 2.63, income 3.94 and lifestyle 2.69. This means that, except for family size that was regarded as very important, Income was considered important while all the other factors were neither important nor unimportant in determining respondents' brand choices. Significance of family size is evident as supported by standard deviation of 0.62.

Results from the other estates category revealed that respondent's age had a mean score of 2.65, dependant's age scored 3.51, family size scored 4.16, education scored 3.70, occupation scored 2.65, income scored 3.97 while respondents' lifestyle scored 2.73. Like Eastlands estates category, family size was seen as very important, dependant's age, respondent's education, and income were regarded as important while, respondents' occupation and age were regarded as neither important nor unimportant in determining brand choices consumed. Among the personal factors considered, family size is more significant (standard deviation of 0.63).

### 4.3.3 Environmental factors

The respondents were required to indicate importance of influence from religion, associates, word of mouth reference and family of origin in determining their brand choices. The results are presented on the table below.

**Table 19 Influence of Environmental factors**

Factors	Eastlands		Other	
	Mean	SD	Mean	SD
Religion	1.53	1.14	1.64	1.15
Associates	2.38	0.54	2.49	0.58
Word of mouth	2.68	0.33	3.05	0.16
Family	2.33	0.58	2.86	0.29

Findings from Eastlands estates category revealed that religion had a mean score of 1.53, associates scored 2.38, word of mouth reference scored 2.68 while family influence scored 2.33. From the results insignificance of religion in influencing brand choice is evident from the standard deviation of 1.14.

Among the respondents from other estates category, religion had a mean score of 1.64, associates scored 2.46, word of mouth influence scored 3.05 while family scored 2.86. Like the Eastlands estate category, religion was of least importance; word of mouth was regarded as important while associates and family were less important. Like Eastlands, insignificance of religion is evident with standard deviation of 1.15. Environmental factors are generally insignificant in influencing milk brand choices consumed.

### 4.3.4 Demographic Factors

Results from both estate categories on influence of Demographic factors on choice of milk brands are illustrated by the table below.

**Table 23      Influence of Demographic Factors**

Factors	Mean Scores	
	Eastlands	Others
Employment	4.34	4.46
Income	3.94	3.97
Religion	1.53	1.64
Occupation	2.63	2.65
Education	2.94	3.70
Family size	4.02	4.16

Among the factors considered income, occupation and employment are closely related to the respondent's economic situations and due to the hard economic times facing the country, consumers tend to purchase brands that they perceive to be of value for their money. Where education and occupation are not linked to employment and income, they neither influence nor uninfluence the consumers' brand choices. The influence is only noted when linked to information the consumer is able to gather due to knowledge gained through his education level and income he generates from his employment status.

The results from Eastlands revealed that Employment status (4.34) of consumers has a very high influence on choice of brand of milk consumed. Employment status is highly linked to income of the consumers and results from influence of income (3.94) on brand choice also reveals moderate importance of the factor. On the same note, results from other estates also reveal that Employment has a very high influence (4.46) on choice of milk brand consumed. Related to employment is Income that is also considered to have a great influence (3.97). The research revealed that the employed tend to be loyal to particular brands. Brand switching occurs mainly among the non-employed and low-income groups who seek out for brands they consider appropriate for their economic situations. This group seeks for quantity and thickness thus purchase those brands that offer these at low costs. Those in employment with regular incomes purchase brands they consider to be of high quality, well packaged and from renowned suppliers. This group is also very knowledgeable of their requirements and keenly considers brands with

clear instructions on the packaging. They are often loyal to their brand choices and hardly purchase any other brands at any given time. They are also well educated (above form four level) and hold good jobs thus have regular incomes. Though equally concerned about price of milk brands, they do not switch brands due to price reductions offered by brand providers as they consider reductions minimal to be compared to experience they have had with their preferred choice of brand. This group mainly buys Brookside and Tuzo brands.

Family size has a high influence on choice of milk brand consumed and results from both estate categories reveal this with Eastlands having a mean score of 4.02 and other estate at 4.16. Greater impact is mainly felt by the unemployed and those with irregular and low incomes who have large families. This group purchases brands they perceive as thick, quantity and of low price. They also switch brands whenever suppliers have offers. They are not loyal to any brands and consume mainly hawked milk, lowly priced brands packed in sachets and any other perceived to offer them value for money. On the other hand those in employment with stable incomes are loyal to their preferred brands despite their family sizes.

Religion as a factor has less influence on brand of milk choices consumed by both estate categories. At mean scores of 1.53 and 1.64 from Eastlands and other estate categories respectively, religion plays minimal parting influencing milk brand choices. This is mainly because religions are neutral towards milk as a product thus do not influence its consumption in any way.

From both estate categories, occupation of consumers neither influence nor uninfluenced choice of milk brands consumed. Results revealed mean scores of 2.63 and 2.65 from Eastlands and Other Estates respectively. On the other hand consumers from the other Estate category consider Education to have influence (3.70) on the choice of milk brands they consume. This is backed by the knowledge they generate through their education levels that enable them gather information on benefits offered by different brands in the market. This group consumes mainly Brookside or Tuzo and hardly switch brands. The

consumers from Eastlands consider education to neither influence nor uninfluence their milk brand choices.

#### 4.4 Ranking of Factors in order of importance

The identified factors were ranked in order of importance as per the two estate categories. This was to reveal the weightings placed on the factors by both categories to enable comparison. The results are presented on the following tables.

**Table 21 Ranking Factors from Eastlands**

<b>Factors</b>	<b>Total</b>	<b>Rank</b>
Price	738	1
Taste	724	2
Quality	723	3
Quantity	687	4
Brand Availability	677	5
Store's Cleanliness	671	6
Family Size	656	7
Smoothness	646	8
Income	643	9
Colour	626	10
Smell	608	11
Thickness	565	12
Own Needs	560	13
Store's Management	541	14
Store's Location	529	15
Information on Pack	522	16
Education	480	17
Beliefs	476	18
Pack Type	471	19
Company Personnel	464	20
Posters	449	21
Lifestyle	440	22
Word of mouth	437	23
Occupation	428	24
Pack Design	425	25
Advert Type	423	26
Dependant's Age	420	27
Pack Colour	404	28
Store Layout	396	29
Displays	396	29
Associates	388	31
Models	383	32
Family	380	33
Own Age	372	34
Size of store	310	35
Religion	250	36

Results from the above table reveal the top ten influential factors in order of importance as Price (738), Taste (724), Quality (723), Quantity (687), Brand availability (677), Store's cleanliness (671), Family Size (656), Brand's smoothness (646), Family Income (643) and Brand's Colour (626). On the other hand the least influential factors beginning with the very least were Religion (250), Size of retail outlet (310), Respondent's Age (372), Family (380), Models (383), Associates (388) and Displays (396). The use of the scores reveal the significance of the identified factors on consumers' choice of milk brands in Eastlands. The researcher then ranked the factors from the other estates as per the table below.

**Table 22 Ranking of Factors from the Other estates**

Factors	Total	Rank
Store's Cleanliness	179	1
Quality	175	2
Taste	169	3
Price	164	4
Brand Availability	156	5
Family Size	154	6
Income	147	7
Smell	146	8
Thickness	144	9
Quantity	144	9
Respondent's Needs	138	11
Store's Management	137	12
Education	137	12
Store Layout	136	14
Pack Type	131	15
Information on Pack	130	16
Dependant's Age	130	16
Beliefs	118	18
Smoothness	115	19
Displays	114	20
Word of mouth	113	21
Pack Design	111	22
Family	106	23
Advert Type	106	23
Posters	104	25
Lifestyle	101	26
Respondent's Age	98	27
Occupation	98	27
Colour	98	27
Store's Location	96	30
Pack Colour	92	31
Associates	91	32
Company Personnel	84	33
Models	82	34
Store's Size	62	35
Religion	61	36

The above results reveal the ten most influential factors in order of importance as Store's Cleanliness (179), Quality (175), Taste (169), Price (164), Brand availability (156), Family size (154), Family Income (147), Smell of Brand (146), Thickness of Brand (144) and Quantity (144). The least influential factors beginning from the very least are Religion(61), Store's size (62), Models (82), Company personnel (84), Associates (91),Colour of packaging (92) and Store's location (96). In comparing results from both estate categories, among the most influential factors, eight of the first ten factors listed appear from both sides. The difference is however noted on the rankings that differ from the two estate categories. On the other hand, among the least influential factors, four out of the listed seven appear on both sides, though the rankings of the same factors differ slightly. This reveals little difference on the influential factors from both estate categories, the difference is only on the importance placed on the identified factors.



## **CHAPTER FIVE**

### **DISCUSSION, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Introduction**

This chapter summarizes the findings of the study. It presents discussion, conclusions and recommendations of the study. It provides an interpretation of the results by comparing them to the theoretical background presented in chapter two. Limitations of the study and suggestions for further research are also highlighted.

#### **5.2 Discussion**

The results of the study were summarized in relation to two research objectives. The first objective was to determine the factors that influence the consumers' choice of milk brands in selected estates in Nairobi while the second was to establish which among the category of factors was more influential.

##### **5.2.1 Factors that influence consumers' choice of milk brands**

Factors were drawn from three broad categories thus Marketing stimuli, Consumers' personal factors and environmental factors. Marketing stimuli factors comprised the marketing mix elements used by brand providers to influence consumption. Consumers' personal factors included psychological and demographic factors while environmental factors were all those factors within the environment but which consumers had no control over as they interact with the environment.

From the results it came out clearly that among the marketing stimuli factors, in both estate categories, Product attributes were considered very important in determining consumers' brand choices. Most important were Quality, Quantity, Taste and Thickness, while Smell, Colour and Smoothness were considered important. This was in line with arguments presented by Kotler (2000) and Kennedy (2004) who noted that presentation of a product determines who it may appeal to and that consumers consider appearance of

products as vital as they associate appearance with freshness, healthiness and value for money.

Price that scored an overall mean of 4.51 was considered as a very important factor among both estate categories. This is in agreement with arguments by Hatirli (2004) and Golias (2002) that price determines who buys a product, how much he buys and where he buys it from. From the study it was noted that due to price off promotions by brand providers, consumers would often switch brands during the promotional period but go back to their brands at the end of the period.

The third factor that was considered as very important was brand availability that scored an overall mean of 4.17. Consumers confirmed that they would move from one outlet to another in search of their preferred brands without which they would consume brands available at the time of purchase. This concurs with argument by Kotler (2000) that whatever is stocked in a retail outlet determines whether consumers would purchase them or if they would have to look elsewhere for their preferred brands that may be lacking in the stores visited.

The fourth determinants were psychological factors of consumers' needs at the time of purchase and attitude about brand and its provider. These scored overall mean of 3.49 and 3.01 thus considered important by both estate categories. Respondents confirmed that they would purchase certain brands for their own consumption but different ones as gifts, depending on who the recipients were. Their perception and attitude towards a brand also determined whether and how much they consumed of the brand.

Among the consumers' personal factors consumers' family size was regarded as a very important factor with an overall mean score of 4.05 from both estate categories. Respondents confirmed that due to their family sizes, they consumed specific brands that they felt were appropriate for such sizes. Respondents' education was also an important determinant with an overall mean score of 3.08. This is supported by arguments by

Kotler (2000) that a consumer's education level enables him equip himself with good knowledge about product types, their usage and benefits he seeks to get from them.

Consumers' income was also regarded as important with an overall mean score of 3.95. Respondents confirmed that their income levels determined brands they consumed as well as the amounts they consumed. This is in line with arguments put forward by McCarthy (1991) that consumers' economic circumstances explain the specific product features he selects, their quantities and where he gets them from.

It is also important to note that except for price reduction on brands, promotional factors were of little importance to consumers interviewed. Respondents confirmed that they hardly noticed posters put up by brand providers nor are they concerned with shelf displays as most of them purchased milk from shops / kiosks within the estates. Outlet type and size were also of little importance to consumers provided they were located in safe places that could be accessed by everyone at all times. Their cleanliness was also of great importance to consumers.

**5.2.2 Rating influence of category of factors**

The mean scores from the three categories were summed up and averages from the categories were compared. The results revealed that marketing stimuli factors scored a mean of 3.15 followed by consumers' personal factors with 3.11 and last environmental factors with 2.29. This means that marketing stimuli factors are most important followed closely by consumers' personal factors. Environmental factors are the least influential among the three categories.

**5.3 Conclusion**

Due to dynamism in the marketing environment in Kenya today, characterized by stiff competition, deregulation and globalization, and changing customer loyalty, there is a need for marketers to cultivate a competitive edge by providing brands that satisfy customers' needs. This study has unearthed the attributes considered by consumers as

important in influencing their choices. It also reveals areas that consumers do not consider as important but in which brand providers have been investing heavily (like in Advertisements and Posters). The findings are of great importance to brand providers as the later could use them in developing their marketing strategies and organize their resource allocation that would help them lead in the industry profitably. Brand providers therefore need to put more emphasis on factors that are considered important like product attributes, price and brand availability among others in a bid to target their consumers effectively. They also need to reduce emphasis put on promotional activities that earn them no mileage from consumers and use such resources in improving their product attributes.

**5.4 Recommendation**

There is need for brand providers to be customer focussed thus provide for those attributes consumers consider as paramount in influencing their brand choices. Brand providers thus need to carry out marketing research on consumers’ needs and come up with marketing mix elements considered important to consumers in order to win within this competitive market.

**LIMITATIONS OF THE STUDY**

During data collection, the researcher was not able to find the decision-makers in every household visited. This consumed a lot of time as the researcher had to make several visits to the households in order to interview the right person. It also resulted into researcher substituting respondents and interviewing the person available at the time of the visit even though the interviewee was not the decision-maker. The answers given in such cases may have been different to those that could have been given were the decision-maker found at the time of the visit.

## **SUGGESTIONS FOR FURTHER STUDY**

The study was carried out using the 2004 list of Nairobi Estates as demarcated by Nairobi City Council. This may not present the current situation in the city as other estates that have sprung up are lacking from the list yet they may be very important. The results may therefore not be taken to represent the current situation. Further research may be conducted in the estates that are currently lacking in the 2004 list of Nairobi estates. The results should reveal the exact situation of habits in such areas that can be used by brand providers in targeting their consumers profitably.

This research was carried out in Nairobi only. Being a cosmopolitan city, consumer behaviour may be similar in one way or another. Further research is suggested in regions outside Nairobi where consumer behaviour is likely to be dissimilar. This may reveal different findings from the current one thus present brand providers with more areas to look into while targeting consumers from such regions.

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## APPENDICES

### Appendix 1

#### LETTER OF INTRODUCTION

**UNIVERSITY OF NAIROBI  
FACULTY OF COMMERCE  
MBA PROGRAMME – LOWER KABETE CAMPUS**

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Telephone  
Telegrams: "Varsity", Nairobi  
Telex: 22095 Varsity

P.O. Box 30197  
Nairobi, Kenya

---

DATE: -----

#### **TO WHOM IT MAY CONCERN**

The bearer of this letter -----Registration No.  
----- is a Master of Business &  
Administration student of the University of Nairobi.

He/She is required to submit as part of his/her coursework assessment a research project report on some management problem. We would like the students to do their projects on real problems affecting firms in Kenya. We would, therefore, appreciate if you assist him/her by allowing him/her to collect data in your organization for research.

Thank you.

**Margaret Ombok  
Lecturer, MBA Programme  
University of Nairobi**



## Appendix 2

### QUESTIONNAIRE

Information collected by use of this questionnaire is for studies on consumers' choice on milk brands and will be confidential thus only used for academic purposes.

#### SECTION A

This section is intended to seek information on consumer characteristics that are likely to influence the choice of milk brand used. Kindly answer questions by ticking appropriately.

1. What is the name of your Estate? \_\_\_\_\_

2. Are you in salaried employment? Yes ( )                      No ( )

3. What is your age category?

20 – 24 ( )

40 – 44 ( )

25 – 29 ( )

45 – 49 ( )

30 – 34 ( )

50 and above

34 – 39 ( )

Others (specify) \_\_\_\_\_

4. How many people are there in your household? (Specify)

\_\_\_\_\_

5. The following are income categories, specify the category in which you can best fit your family's joint income (income in Kenya Shillings per month)

0 – 3000

9001 – 12000

3001 – 6000

12001 – 15000

6001 – 9000

15001 and above

## SECTION B

This section seeks to gather information on specific factors that influence choice of milk brand consumed by the respondents. Kindly answer accordingly.

1. Does your family use milk?

(a) Yes

(b) No

3. If yes, which brand do you use? (Specify)

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5. Where do you buy milk? (Tick as many as apply to you).

(a) Brought to my house by the vender

(b) Supermarket

(c) Shop / Kiosk nearby

(d) Others (Specify) \_\_\_\_\_

6. How often do you buy the brand of milk you consume?

(a) All the times

(b) Sometimes

6. If sometimes, what makes you switch to other brands? (List down reasons).

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7. Indicate the extent to which the following factors are important in determining your choice of milk brand? (5- Very important, 4 – Important, 3 – Neither important nor unimportant, 2 – Slightly important, 1 – Not important).

	5	4	3	2	1
a) Quality of brand	( )	( )	( )	( )	( )
b) Quantity of brand	( )	( )	( )	( )	( )
c) Smell of brand	( )	( )	( )	( )	( )
d) Colour of brand	( )	( )	( )	( )	( )
e) Taste of brand	( )	( )	( )	( )	( )
f) Thickness of brand	( )	( )	( )	( )	( )
g) Smoothness of brand	( )	( )	( )	( )	( )
h) Design of packaging	( )	( )	( )	( )	( )
i) Colour of packaging	( )	( )	( )	( )	( )
j) Information given on packaging	( )	( )	( )	( )	( )
k) Type of packaging	( )	( )	( )	( )	( )
l) Type of advertisement of brand	( )	( )	( )	( )	( )
m) Models used in advertisement	( )	( )	( )	( )	( )
n) Information on product given by sales personnel	( )	( )	( )	( )	( )

	5	4	3	2	1
o) Constant reminders by posters at retail outlets	( )	( )	( )	( )	( )
p) Price of the product	( )	( )	( )	( )	( )
q) Availability of brand at retail outlets	( )	( )	( )	( )	( )
r) Store's layout	( )	( )	( )	( )	( )
s) Arrangement of products on store's shelves	( )	( )	( )	( )	( )
t) Location of retail outlet	( )	( )	( )	( )	( )
u) Size of the retail outlet	( )	( )	( )	( )	( )
v) Cleanliness of store	( )	( )	( )	( )	( )
w) Store's management and help given by staff	( )	( )	( )	( )	( )
x) Own needs at time of purchase	( )	( )	( )	( )	( )
y) Belief held about product and Company	( )	( )	( )	( )	( )
z) Age of respondent	( )	( )	( )	( )	( )

	5	4	3	2	1
aa) Age of dependants	( )	( )	( )	( )	( )
ab) Number of people in the house hold	( )	( )	( )	( )	( )
ac) Knowledge held by respondent	( )	( )	( )	( )	( )
ad) Occupation of respondent	( )	( )	( )	( )	( )
ae) Family Income level	( )	( )	( )	( )	( )
af) Respondent's way of life	( )	( )	( )	( )	( )
ag) Religious influence	( )	( )	( )	( )	( )
ah) Influence of associates and friends	( )	( )	( )	( )	( )
ai) Word-of-mouth references by acquaintances	( )	( )	( )	( )	( )
aj) Influence by family of origin (brand used by family)	( )	( )	( )	( )	( )

### Appendix 3

#### LIST OF NAIROBI CITY COUNCIL RENTAL HOUSES (2004)

##### EASTLANDS

	<b>ESTATE</b>	<b>NO. OF UNITS</b>
1.	Jericho/Lumumba	3004
2.	Jerusalem	500
3.	Maringo	1400
4.	Ofafa 1	1324
5.	Mbotela	904
6.	Bahati	1966
7.	Kaloleni	603
8.	Shauri Moyo	666
9.	Landhies rd.	56
10.	Gorofani/North/South	896
11.	Bondeni	110
12.	Ziwani	552
13.	Embakasi	234
14.	Kariobangi North	368
15.	Ngong Rd.	30
16.	Juja Rd.	11
17.	Uhuru	882
18.	Dagoretti	96
19.	Meru Rd.	6
20.	Outering Rd.	360
21.	New Pumwani	224
22.	Kariobangi south (timber)	27
23.	Old Pumwani	377

##### ESTATES OTHER THAN EASTLANDS

1.	Jevanjee & B/Q	80
2.	Old Ngara	78
3.	New Ngara	136
4.	Josepg Kangethe	288
5.	Pangani	48
6.	Caledonia	2
7.	Harambee	96
8.	Buru Buru	344
9.	Huruma	586
10.	Kariakor	240
11.	Jamhuri	72
12.	Madaraka	600
13.	Kariobangi South	720
14.	Makadara	35